## CONTRACT

KVVU-TV
Henderson - Las Vegas

KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Revision		Alt Order #			
	498129	1		06367952		
Product						
NRSC-HELLER 4 SENATE						
Contract Dates	Estimate #					
10/10/12 - 10/16/12	-					
<u>Advertiser</u>			Ori	ginal Date /	/ Revision	
NRSC Heller For Senate			1	0/10/12	/ 10/18/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	Broadcast		Cash	
	<u>Station</u>	Account Executive Teresa Difuria		xecutive	Sales Office	
	KVVU			uria	TELEREP-PHIL	
	Special Hand	ling				
	<u>Demographic</u>					
	Adults 35+					
	IDB#	Advert	ser	Code	Product Code	
					L	
	Agency Ref			<u>Advertiser</u>	Ret	

Print Date 10/18/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount \$725.00 NM KVVU 10/11/12 10/11/12 Fox 5 News AM M-F 6a-7a M-F 6a-7a :30 Rate Start Date End Date <u>Weekdays</u> Spots/Week \$725.00 Week: 10/08/12 10/14/12 ---1---1 KVVU 10/15/12 10/15/12 Fox 5 News AM M-F 6a-7a M-F 6a-7a :30 NM \$725.00 Spots/Week Rate Start Date End Date Weekdays \$725.00 10/21/12 1----Week: 10/15/12 1 NM \$700.00 Fox 5 News AM M-F 7a-9a M-F 7a-9a :30 10/12/12 KVVU 10/12/12 Spots/Week Start Date End Date Weekdays Rate \$700.00 Week: 10/08/12 10/14/12 \_\_\_\_1\_\_ 1 M-F 7a-9a :30 NM 2 \$1,400.00 Fox 5 News AM M-F 7a-9a KVVU 10/15/12 10/16/12 Spots/Week Rate End Date <u>Weekdays</u> <u>Start Date</u> \$700.00 10/21/12 MT----2 Week: 10/15/12 NM :30 2 \$550.00 M-F 9a-10a 6 KVVU 10/11/12 10/12/12 More M-F 9-10a Spots/Week Rate <u>Start Date</u> End Date <u>Weekdays</u> Week: 10/08/12 10/14/12 ---TF--\$275.00 :30 NM More M-F 9-10a M-F 9a-10a \$275.00 KVVU 10/16/12 10/16/12 Start Date **End Date** Spots/Week <u>Rate</u> <u>Weekdays</u> \$275.00 10/21/12 Week: 10/15/12 -1----8 KVVU 10/11/12 10/11/12 Fox 5 News at 5 5-530p :30 NM \$550.00 Start Date End Date Weekdays Spots/Week Rate \$550.00 10/14/12 ---1---Week: 10/08/12 5-530p NM \$550.00 :30 KVVU 10/16/12 10/16/12 Fox 5 News at 5 Spots/Week Rate Start Date End Date <u>Weekdays</u> \$550.00 Week: 10/15/12 10/21/12 -1----1 630-7pm :30 NM \$3,975.00 MORE Access KVVU 10/11/12 10/11/12 Spots/Week Rate End Date <u>Weekdays</u> Start Date \$400.00 Week: 10/08/12 10/14/12 ---1---1

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Revision Alt Order # 06367952 498129

Product Estimate # Contract Dates 10/10/12 - 10/16/12 NRSC-HELLER 4 SENA

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/18/12 NRSC Heller For Senate

		Spots		- 0		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type Spo	ots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length	Rate	Type		
Spot Ch Date Range Description 1 KVVU 10/08/12-10/14/12 MORE Access	630-7pm	Th :30	\$400.00	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	000 1 p		•			
2 KVVU 10/12/12-10/12/12 MORE Access	630-7pm	F :30	\$400.00	NM		
MG for 10.1,15.1,13.2,13.1,12.1,14.1			4005.00			
3 KVVU 10/12/12-10/12/12 Extra	M-F 7-730p	F :30	\$625.00	NM		
	730-8p	F :30	\$850.00	NM		
® MG for 10.1,15.1,13.2,13.1,12.1,14.1	700 op		4000.00			
5 KVVU 10/15/12-10/15/12 Extra	M-Sa 8-10p/Su 7-	-1M: :30	\$650.00	NM		
(h) MG for 10.1,15.1,13.2,13.1,12.1,14.1			4005.00			
6 KVVU 10/15/12-10/15/12 TMZ	M-Sa 8-10p/Su 7-	-1M :30	\$825.00	NM		
MG for 10.1,15.1,13.2,13.1,12.1,14.1 7 KVVU 10/12/12-10/12/12 Fox 5 News at 6pm	M-F 6-630pm	F :30	\$525.00	NM		
® MG for 10.1,15.1,13.2,13.1,12.1,14.1	W C C C C C C C C C C C C C C C C C C C		4020.00			
8 KVVU 10/15/12-10/16/12 Extra	M-F 1:05-1:35am	MTu: :30	\$100.00	NM		
MG for 10.1,15.1,13.2,13.1,12.1,14.1						
N 11 KVVU 10/16/12 10/16/12 MORE Access	630-7pm	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$400.00					
Week: 10/15/12 10/21/12 -1 1 Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
1 KVVU 10/15/12-10/21/12 MORE Access	630-7pm	-Tu :30	\$400.00	NM		
Credited						
N 12 KVVU 10/11/12 10/11/12 Extra	M-F 7-730p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/08/12 10/14/121 1	\$625.00 Start/End Time	Mookdaya Langth	<u>Rate</u>	Type		
Spot Ch Date Range Description  1 KVVU 10/08/12-10/14/12 Extra	M-F 7-730p	Weekdays Length	\$625.00	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	W-1 1 100p		<b>\$020.00</b>			
N 13 KVVU 10/15/12 10/16/12 Extra	M-F 7-730p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12 MT 2	\$625.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length MTu :30	<u>Rate</u> <del>\$625.00</del>	<u>Type</u> NM		
1 KVVU 10/15/12-10/21/12 Extra See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	M-F 7-730p	MTu :30	<del>♦020.00</del>	IVIVI		
2 KVVU 10/15/12-10/21/12 Extra	M-F 7-730p	MTu :30	\$ <del>625.00</del>	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	,					
N 14 KVVU 10/11/12 10/11/12 TMZ	730-8p	:30		MM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/08/12 10/14/121 1	\$850.00	Medidaya Langth	Bata	Type		
Spot Ch Date Range Description 1 KVVU 10/08/12-10/14/12 TMZ	Start/End Time 730-8p	Weekdays Length	<u>Rate</u> \$850.00	<u>Type</u> NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	730-σρ		ψοσο.σσ	/**/		
N 15 KVVU 10/16/12 10/16/12 TMZ	730-8p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.50			-	¥
Week: 10/15/12 10/21/12 -1 1	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 KVVU 10/15/12-10/21/12 TMZ	730-8p	-Tu :30	<del>\$850.00</del>	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	10p 11p	.20		NM	2	\$4,300.00
N 16 KVVU 10/15/12 10/16/12 Fox 5 News M-F 10p-11p Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	10p-11p <u>Rate</u>	:30		IAIAI	۷	Ψ4,500.00
Otali Date Lind Date Weekdays Opots/Week	<u> </u>			•		

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**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Revision	Alt Order #
498129 /	06367952

Estimate # Contract Dates **Product** NRSC-HELLER 4 SENA 10/10/12 - 10/16/12

Original Date / Revision Advertiser 10/10/12 / 10/18/12 **NRSC Heller For Senate** 

			Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/15/1210/21/12MT2	<u>Rate</u> \$2,150.00						
N 17 KVVU 10/13/12 10/13/12 FOX 5 News Sat 10-11p  Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	10-11p Sat <u>Rate</u> \$1,500.00		:30		NM	1	\$1,500.00
N 18 KVVU 10/14/12 10/14/12 Fox News Sunday 8-9a  Start Date End Date Weekdays Spots/Week  Week: 10/08/12 10/14/121 1	8-9a <u>Rate</u> \$850.00		:30		MM	1	\$850.00
N 19 KVVU 10/14/12 10/14/12 NFL Pre-Game Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	NFL Sa-Su 8a-6p <u>Rate</u> \$1,925.00		:30		NM	1	\$1,925.00
N 20 KVVU 10/14/12 10/14/12 NFL Late Game  Start Date End Date Weekdays Spots/Week  Week: 10/08/12 10/14/121 1	NFL Late Game <u>Rate</u> \$8,500.00		:30		NM	1	\$8,500.00
N 21 KVVU 10/14/12 10/14/12 Fox 5 News Su 10p-1045p  Start Date End Date Weekdays Spots/Week  Week: 10/08/12 10/14/121 1	Su 10p-1045p <u>Rate</u> \$1,275.00		:30		NM	1	\$1,275.00
N 22 KVVU 10/14/12 10/14/12 BB League Championships Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S 1	1pm-8pm <u>Rate</u> \$3,250.00		:30		NM	1	\$3,250.00
		<u> </u>	Tota	s	<u> </u>	25	\$31,050.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/16/12	25	\$31,050.00	\$26,392.50		
Totals	25	\$31,050.00	\$26,392.50		

Ciam advisor	Date:	
Signature:		

498129 \$\$\$

开队 压带

REV #1

REP HEADLINE# 6367952 \$\$\$ MOD# 1: UNAPPROVED

FAX# 610-225-1191 FROM REP RISK !!! REPORT FROM CREDIT REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

OCT18/12 18.34 \*\*\* KVVU-TV \*\*\*

18.34  $^{\circ}$ SALESMAN REGIONAL OCT18/1 DIFURIA DATE NEIL WILLIAMS 762 TERESA LOCAL PH-CLASS: NATL. BUYER NAME PRSN SALES REP.# INVOICE) BILLING NEEDED ORDER, 200 (LINE, POLI/NRSC-HELLER/R/SEN/NV SUITE SERVICES CO-OP COMMENTS: # 6367952 DC 20007 MN MEDIA STREET WK-1WASHINGTON, CONTRACT STRATEGIC OCT16/12 3299 K. EST# TAX SENATE NAME NAME STATE 4 ADV. AGY. OCT10/1 NRSC-HELLER DATES 1751 TAX FLIGHT # ORDER PRDCT # CILX ADV AGX

TO HL 6368073\*\* (-400)NEW TOTAL \$31050 \*\*REINVESTING \$\$ PLS CNF THANKS NIKKI TO ROSE FR NIKKI OK'D M2 REP:

STA:

CASH IN ADVANCE SCHEDULE Þ SI SIHL \*\*\*\* CZ CON

SENATE FOR NRSC-DEAN HELLER

: TOTL:	0	12)
DAYS	ы	(OCT18/12)
PTS: WEEK: /WK: INVT :	TUE	\$400.00
8	0	\$ \$0 8
END DATE	10/16	(1)
: START : DATE	10/16	OCT16
RATE	\$400.00	6 T ENDED.
. LGTH : SEC	0 8	1 SPOT(S) MISSED OCT1 MISSED:TUE/630P-700P OFFER: NONE CMT:SPOT N/A. FLIGH
:LINE#:REP :CD: TIME PERIOD : : :LINE#: :	11 S 630P-700P	PROGRAM: MORE CREDIT TAKEN FOR 1 S STATION MAKEGOOD OFFERS: M2 OK'D BUY#11 OFF

31050.00 OCT/12

31050.00 TRACT TOTAL TOTAL TOTAL CONTRACT

REP HEADLINE# 6367952 TRF# 498129 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

FAX# 610-225-1191 -4100 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENC ORDER WORKSHEET

OCT18/12 18.34 \*\*\* KVVU-TV \*\*\*

DAYS :TOTL:	:SPTS:
:SPTS: WEEK :	DATE : /WK: INVT :
START	DATE
RATE :	
LGTH : SEC :	
TIME PERIOD :	••
:LINE#:REP :CD:	: LINE#:

CABL 0%
KVCW 38
KVMY 58
KTNV 18%
KLAS 26%
KSNV 28% KTUD 0%
KVVU 20%
TALS \$157,250
MARKET TOTALS

\*-MULTIPLE

Z-COMMENTS

X-LATE Y-DAYS

T-TIME

S-SPOTS PER WEEK

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE

N-PROGRAM NAME

M-MAKEGOOD

L-LENGTH

DE-DELETE E-EFF DATES

C-CANCELLED

B-BUY TYPE

A-ADD

MOD CODE

SVC- NSI DEMOS- RA35+\*